

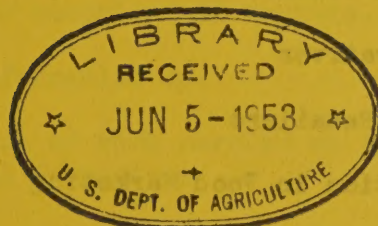
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EDUCATIONAL ACTIVITIES  
of the  
DIVISION OF AGRICULTURAL ECONOMICS  
Extension Service  
USDA

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EXTENSION SERVICE - U. S. DEPARTMENT OF AGRICULTURE

MARCH 1953



2. Providing plans and programs for carrying out Extension Service functions of the Agricultural Marketing Act (RMA, Title II).
3. Maintaining liaison services between the Federal Extension Service and the bureaus and agencies in Washington in the economics field.
4. Reviewing State plans of work and annual reports and preparing summaries of methods and techniques of various lines of work for use nationally and within the States.

#### Agricultural Marketing Act Programs

Under procedures set up to administer the Agricultural Marketing Act (RMA, Title II), the Division has special responsibilities in the development of the marketing extension programs. Funds under this act have been made available to stimulate new and additional marketing educational work. This program is being developed on the basis of approved individual projects setting forth the needs, objectives, and plans of work.

This marketing work includes: State-approved projects in 43 States and 2 Territories; 3 regional commodity marketing projects under cooperative arrangements with three groups of States; and 4 regional consumer marketing educational projects and 2 retailer educational projects under contract arrangements with State extension services. This program also requires justification reports of accomplishments satisfactory to the Agricultural Research Administrator and the Federal Extension Director.

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In carrying out its responsibilities, the members of the Division--

1. Work directly with State extension services in developing and carrying out State programs.
2. Work with groups of States in the joint consideration of problems, development of programs, preparation of teaching materials, and the conduct of training conferences.
3. Work with Federal agencies and bureaus concerning matters related to economics extension work and serve on various national committees.

It is the aim of the Division staff to plan and conduct all activities to be of the greatest assistance to the States, whether this assistance is rendered directly in the State, with a group of States, or nationally.



## MAJOR FIELDS OF WORK AND STAFF RESPONSIBILITIES

Assistance to the State extension services is carried on under nine major areas or fields of work:

- Farm Management
- Commodity Marketing
- Agricultural Outlook Information
- Public Problems and Policy
- Rural Sociology, Health, and Recreation
- Farm Credit and Finance
- Farmers' Cooperatives
- Work with Food Retailers
- Consumer Education in Food Marketing

### Farm Management

A program of assistance to farmers in the planning and management of a farm business, including other related business transactions.

Assistance to the States in this work is handled by three men on a regional basis:

E. P. Callahan - Southern States and Puerto Rico

Virgil Gilman - Western States (Great Plains and Far West)

L. M. Vaughan - Northern States (Midwest and Northeast)

Much of the present work with the North Central, Southern, and Northeastern regions is centered in the activities of three regional farm management committees. There are 15 subcommittees working actively on farm planning, farm account work, grassland agriculture, farm operating arrangements, income tax reporting, and methods of conducting farm management extension work.

Income tax work is handled by E. P. Callahan, including contacts with the Bureau of Internal Revenue, preparation of regional income tax publications, and educational programs for farmers and tax consultants.

L. M. Vaughan handles labor utilization activities and other farm labor problems involving contacts with the Department of Labor and various agencies in the Department of Agriculture.



### Commodity Marketing

A program designed to develop an efficient and effective marketing system for the handling of specific farm commodities through-out the channels of trade.

Staff assistance to the States and work with various trade groups and organizations are assigned by the following commodity groupings:

- R. C. Scott - Fruits and vegetables
- S. T. Warrington - Beef cattle, hogs, and sheep
- Max K. Hinds - Dairy products
- Homer Porteus - Poultry and eggs
- L. R. Paramore - Cotton, tobacco, sugar, grains, oil crops, dry beans and peas, miscellaneous field crops, and forestry products
- W. B. Combs - Grading and marketing grain and seed crops  
(Headquarters: 1108 Post Office Building, Chicago)

In addition to the Federal staff, there are three regional commodity marketing specialists employed on a half-time basis. These men are employed for the other half of their time by the State extension services where they are located. The regional men are employed on Agricultural Marketing Act projects and are available for work with the States participating in the regional programs. The regional projects are developed cooperatively by the Federal and State extension services. The regional marketing specialists work under the administrative direction of the director of extension in the States where they are located.

- E. L. Granstaff - Grain marketing in Texas, Oklahoma, New Mexico, Colorado, Kansas, and Nebraska  
(Headquarters: Extension Service, Stillwater, Okla.)
- C. J. Echterling - Poultry marketing in the North Central States and Kentucky (Headquarters: Extension Service, Lafayette, Ind.)
- Leon Michaelson - Livestock and wool marketing in the 11 Western States (Headquarters: Extension Service, Logan, Utah)



### Agricultural Outlook Information

A program involving preparation and continuous release of economic information bearing on expected changes or trends in the agricultural situation.

Assistance to the States in outlook work is the responsibility of all members of the Division in their respective lines of work. For example, outlook and other related economic information of a specific commodity nature is handled by the commodity-marketing economists; that pertaining to general farm conditions, by the regional economists; and that dealing with general marketing information, by Roy S. Beck.

L. M. Vaughan, as chairman of a committee, represents the Division in regard to the Annual Outlook Conference. All members of the staff maintain close contacts with the Bureau of Agricultural Economics in providing a continuous and timely economic information service to the States.

### Public Problems and Policy

A program designed to develop a better understanding of the issues involved in important public affairs affecting agriculture.

At present, much of this work centers in the activities recommended by the national advisory committee on agricultural policy. L. M. Vaughan represents the Division on this committee and is responsible for assisting with the national public policy work conference and the development of educational work on public policy problems in general.

Assistance to the States with the public policy aspects of land use adjustments, soil and water resource development, taxation and local government, rural zoning, and other similar matters of public concern are handled by the regional economists--E. P. Callahan, Southern States; Virgil Gilman, Western States; L. M. Vaughan, Northern States.

Public policy work related to specific commodity price and marketing policies is handled by the marketing economists, and that related to health and recreation facilities, social security, and other problems of a social nature, by E. J. Niederfrank.



## Rural Sociology, Community Development, Health, and Recreation

Programs to help rural people in regard to health, recreation, organization methods, leadership, and other community development.

Assistance to the States in these programs is handled by E. J. Niederfrank. These programs largely involve helping communities plan and also the building of relationships with other programs and resources both within and outside the Extension Service. This work also includes helping the extension workers deal with group methods and human relation problems in extension work.

### Farm Credit and Finance

A program to assist farmers and lending institutions serving them in the sound financing of the farm business.

Educational assistance to the States in farm credit is carried on by J. L. Robinson under cooperative arrangements with the Farm Credit Administration, and by the regional economists as a part of their program in farm management. Mr. Robinson shares with them the assistance related to other individual farm financing problems, such as insurance, partnerships, leasing, transfer of property, and investments.

### Farmers' Cooperatives

A program to improve the business operations and services rendered by farmer cooperatives.

A number of economists on the Federal staff assume specific responsibilities in the work with cooperatives. L. R. Paramore has primary responsibility in helping plan and conduct the Extension Workshop at the annual session of the American Institute of Cooperation. He is also serving as a member of the research and education committee of the Institute. J. L. Robinson works with credit associations and the financing of other cooperatives; the other marketing economists work with cooperatives dealing with the marketing and purchasing services related to specific farm commodities; and E. J. Niederfrank with cooperative hospitals and other health associations.



### Work With Food Retailers

A program for extending the results of research and best-known practices of handling and merchandising food products.

Milo G. Lacy is responsible for assembling and preparing teaching materials and for working with the State specialists in this field of work.

Though this work has been concerned primarily with fruits and vegetables, increased demands from retailers have resulted in broadening the State programs to include other commodities. Consequently, Mr. Lacy is giving increased attention to the preparation of teaching materials on handling and merchandising red meats, poultry, and dairy and other food products.

A regional extension program in perishable food handling for retailers is conducted under the direction of the Massachusetts Extension Service, with the six New England State extension services cooperating. Another program is in operation under the direction of the Michigan Extension Service. This program deals with the development of teaching materials and methods for use in extension educational programs in meat retailing.

### Consumer Education in Food Marketing

A program to help food shoppers purchase the family food supply most effectively and to encourage more efficient care and use of farm products.

Assistance in the development of educational programs to improve food-buying practices is handled by Gale A. Ueland and E. A. Johnson. Considerable attention at present is given to the adaptation of extension teaching methods to reach more people, especially in the urban areas.

Development of regional consumer programs and contracts is handled by E. A. Johnson. There are now four such projects, located in Boston, Mass., New York City, Wheeling, W. Va., and Kansas City, Mo. This work is done in cooperation with the extension staffs of the surrounding States and under the direction of the Extension Service in the State where headquarters are maintained.



## SUMMARY OF ACTIVITIES

### Work in the States

During 1952, a total of 180 contacts with staffs in States were made by the 17 members of the staff. In addition, there were a large number of contacts with State representatives at regional and national meetings. Work with the States has included assistance on the following:

#### The organization and operation of programs and plans of work.--

The members of the Division when in the States give major attention to assisting with problems of program evaluation, developing new projects and plans of work, adjustments in going educational programs, and organization and operating methods of economic extension work. This involves the major fields of Division activity, including marketing, farm management, outlook, public policy, sociology, and health. Most of the work of this type is done upon specific requests from State extension economists.

The Agricultural Marketing Act of 1946 greatly increased the work of the Division and the number of State contacts to assist in developing and setting up new marketing projects. During the past 2 years the reductions in Research and Marketing Act funds have resulted in shifting the emphasis on marketing from developing new projects to providing more assistance on existing projects operating under RMA and regular extension funds.

Development of teaching materials and methods of dealing with specific teaching jobs.--In most of the State contacts, major emphasis has been given to working with economic specialists on subject matter and teaching methods for their specific lines of work. This work has included a range of activities from assistance in analyzing the problems and needs and determining objectives and goals to developing specific teaching outlines and subject-matter materials for specific jobs planned.

Our group has also given particular attention to bringing new developments in USDA research to the States, as well as helpful information on teaching materials and methods used by other State specialists dealing with similar extension problems.

Participating in State extension programs.--Insofar as possible, we meet State requests for joint participation with them on any phase of their program on which we can be of assistance. During



the year 1952, the Division economists participated in many State activities on marketing, farm management, farm credit, income tax, outlook, public policy, community development, health leader training, and television programs. We believe that this is one of the most effective means for our keeping in close touch with State programs and that it enables us to work more effectively with State staffs.

Helping new personnel.--Every year there are many new people coming on the job. Last year 44 new or changed appointments were made in the States in agricultural economic extension work. Special efforts are made to meet these needs through assistance on programs and plans of work, sources of information, alternative approaches, educational methods, and field demonstrations.

### Work With Groups of States

Economic problems and the educational programs needed to meet them vary widely as to scope and importance. Many problems require regional or national consideration, and some even though local are common to a number of States. A definite trend in economics work is toward more joint work by the Federal and State economists for groups of States in analyzing problems and programs and in the preparation of certain types of background and other teaching materials.

### Committees

Several approaches are now available and being used to aid the States through regional activities. In farm management such work centers in the activities of the three committees functioning in the North Central, Southern, and Northeastern regions. In public policy, both national and regional conferences have been held under the guidance of the national advisory committee on agricultural policy work. The North Central States have organized a regional committee for the improvement of rural sociology work. The work of these committees is sponsored by the Farm Foundation.

### Programs

In marketing, three regional commodity programs are being cooperatively planned and conducted concurrently with those in the States. There are four regional projects in consumer marketing education, located in Boston, Mass., New York City, Wheeling, W. Va., and Kansas City, Mo. There is also a regional retailer education program operating in New England.



### Workshops

Members of the Federal staff also work closely with groups of States in organizing and conducting periodic regional and national workshops and other educational meetings and conferences in the various lines of economic extension work.

In 1951, regional marketing workshops were held in the Northeastern, North Central, and Southern regions. In 1952, the Western regional marketing workshop was held at Logan, Utah, and a national extension retailer education clinic was held at Lafayette, Ind. For a number of years a workshop on cooperatives for extension workers has been planned and held in cooperation with the American Institute of Cooperation at the time of its annual meeting. An in-service training conference for extension health education specialists has also been held annually in recent years.

There are also a number of regional councils and conferences set up by the State colleges and farm organizations, or trade associations, in which some members of the Federal office participate. In addition, some time has also been devoted to the various river basin programs, particularly with the Arkansas, White, and Red River Inter-Agency Committee, and the New England, New York Inter-Agency Committee.

### Educational Materials

An important part of the work with groups of States is the preparation of educational materials. This is done in a way that will save the time of many workers and result in an additional economy by lowering publication costs.

For example, each year for several years, the Federal office has assumed a key role in the preparation of an income tax bulletin for farmers. The body of the bulletin is the same for all areas and is approved by the Bureau of Internal Revenue. Each regional committee reviews the publication and supplies farm examples for use in illustrating the forms. These vary for each of the three areas.

The States in each region place orders for their bulletins through the regional committee. In this way, each State's bulletin can carry its own number and frank. About 200,000 bulletins on income tax are now being published in this way each year.

A similar service is being rendered through the annual work conference on public policy. During the past 2 years, background materials on seven public issues have been prepared by subcommittees, considered in general conferences, and printed and made available to all States.



Work in the Federal Office

Division activities in Washington involve: (a) Satisfying requests for information about the program, problems, and needs of State extension workers from legislative, administrative, research, and regulatory agencies of government; and (b) obtaining, appraising, developing, and disseminating information and teaching aids for use in the States.

Different types of work done by the Division in Washington include:

1. Meeting requests from State workers for special information not generally available.
2. Providing State extension services with research, statistical, and other timely social science information, with pertinent interpretations and teaching aids adaptable to State and local programs.
3. Liaison with research and regulatory agencies to obtain the information desired by State workers.
4. Satisfying research, regulatory, and service agency needs for information on extension problems and programs as obtained from State contacts, reports, and correspondence.
5. Reviewing plans and programs for developing and conducting extension marketing projects under the Agricultural Marketing Act of 1946.
6. Reviewing State plans of work and annual reports as a basis for the Director's reports to the Secretary of Agriculture, to the Agricultural Research Administration, Budget Bureau, and Congressional committees. Preparing Division reports to the States, summarizing methods and techniques used in various lines of work.
7. Representing the Extension Service on subject-matter, advisory, and research committees, such as outlook, income tax, and marketing, and other Department activities and programs.
8. Maintaining contact with national agricultural organizations, councils, and trade organizations as a basis for keeping abreast of current developments concerning extension work in economics and sociology.



The following are examples of types of jobs done in the Federal office:

Marketing Pamphlet.--The marketing staff cooperated with D. M. Babbitt and M. E. Hill, of the Marketing and Research Committee of the National Association of County Agricultural Agents, in the preparation and dissemination of Pamphlet 181, Here's a New Challenge! This pamphlet showed the new extension possibilities afforded county agents under the Agricultural Marketing Act (RMA, Title II).

Resource Development.--As a member of a Department committee reviewing the five-volume report of the President's Materials Policy Commission, one of our staff members prepared a statement, which was incorporated in the Department report, outlining the importance of extension education in agricultural resource development.

Cooperatives.--The Division was represented on a subcommittee of the Department Advisory Committee on Farmers' Cooperatives. A basic report on Extension's responsibilities and opportunities relating to farmer cooperatives was prepared, accepted by the Advisory Committee, and distributed to the State extension services and cooperative organizations.

Youth Work.--Two of our staff members served on a special committee to develop marketing program suggestions and materials suited to 4-H and YMW clubs. A statement was prepared for the YMW group and a progress report for the 4-H group. These were supplied to the States, accompanied by exhibits illustrating work undertaken in various States.

Income Tax.--We worked with the Bureau of Internal Revenue in arranging two conferences to consider problems of cost determination and accounting with reference to income tax treatment of dairy, breeding, and draft animals, and the educational job required if farmers were asked to capitalize the cost of raising such livestock. A few representatives of land-grant colleges and national farm organizations participated; and comments and suggestions received from a number of States were presented to the Bureau. The Bureau decided to delay action and refer the problem back to Congress where it could be adequately considered through legislative procedure.

Irrigation.--We served on a Department committee, designated by the Secretary, in response to a request from the Committee on Irrigated Agriculture and Water Resources of the Land-Grant College Association for ideas and suggested forms for use in a survey of irrigation problems.

Plans of Work and Annual Reports.--We reviewed State plans of work and annual reports as a basis for the Director's reports to the Secretary of Agriculture, to the Agricultural Research Administration, Budget Bureau, and Congressional Committees; and also for preparing summaries of methods and techniques used in various lines of work.



Extension Marketing Advisory Committee.--Our marketing economists served as resource people in connection with the meetings of this Committee and assisted in getting out the reports.

RMA Commodity and Functional Advisory Committees.--The Division staff serves on 23 Department working groups set up to service 23 advisory committees established in connection with the Agricultural Marketing Act. Progress reports of extension work under this act and needs for further marketing educational work are presented for the consideration of these advisory committees.

Annual Outlook Conference.--Each year we cooperate with the Bureau of Agricultural Economics and the Bureau of Human Nutrition and Home Economics in planning and conducting the annual outlook conference.

Federal Interagency Committee on Recreation.--This committee meets monthly and brings together for joint planning representatives of various Federal agencies; such as the National Park Service, Forest Service, Bureau of Reclamation, and Extension Service, which have programs relating to recreation areas and educational services.

Economic Information.--Division staff members are continually on the lookout for economic materials or publications of special interest to State extension economists, but which are not available through regular mailing lists. These materials sometimes originate in departments other than Agriculture.

Staff members also help supply State economists' names to Government agencies for regular periodic mailings, facilitate the exchange of materials between States, and analyze and point out findings in these economic releases which are significant to State workers.

News Letters.--"Tips and Topics" and "Dairy Notes" are examples of periodic news letters going to economists. These summarize pertinent high lights of trade and research publications and State programs of work of special concern to State economists working with fruits and vegetables, retailers, and dairy marketing. This type of service is expected to be extended to other lines of work. In this, full cooperation of the States is needed in continually supplying this office with information on new program developments, publications, and so forth.

Special Requests Through Correspondence, Telegrams, and Telephone Calls.--These requests range from special-service air mailing of timely publications to tracking down economic information on special problems of State economists. We realize that the States are often faced with urgent demands for timely materials. We are always glad to assist with such needs and aim to give as prompt assistance as possible.



Preparation of Teaching Materials.--These aids include: Preparation of special summaries, handbooks, and teaching outlines on subject matter and teaching methods; and, also, extension leaflets, films, and film strips.

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Recent Publications\* and Educational Aids

Handbook for Consumer Education Specialists.

Information on the necessary pre-planning as well as ways of carrying out a consumer education program.

- Extension Service Circular 485

Educational Work in Marketing--Consumer Education and Marketing Information.

A summary report for 1951.

- Mimeographed, 50(1-52)

Twelve TV Shorts on How To Choose and Use Fruits and Vegetables.

Shorts were prepared and filmed on apples, peaches, pears, oranges, grapefruit, prunes, carrots, cabbage, onions, tomatoes, snap beans, and potatoes. They have been distributed to selected film libraries but are available to extension workers in all States. 4½ minutes, black and white, 16 mm. Useful as a means of teaching food buying to many consumers. (Obtainable by writing to this office if not available from your film library.)

A Suggested Outline for Teaching Principles of Retail Pricing.

For use in retail merchandising schools for food retailers.

- Mimeographed, 437(5-52)

A Catalog of Educational Materials for Use With Food Retailers.

- Multilithed, 591 (Revised 1-51)

Easy Ways To Make a Banged-up Apple Crop.

A film strip designed to help producers reduce bruising and maintain the quality of their apples through more careful handling. Prepared in cooperation with H. F. McFeeley, of the Pennsylvania State Extension Service. Print sent to each State.

- Film number 702

An Apple Is Like a Bag of Eggs.

A film strip designed to help retailers reduce bruising and to maintain quality of apples through better handling methods in their stores. Prepared in cooperation with H. F. McFeeley, of the Pennsylvania State Extension Service. Print sent to each State.

- Film number 701

\* These publications have been distributed to State extension economists. Single copies are available from the Federal extension office.



DIVISION STAFF

Office of Chief of Division

H. M. Dixon, Chief  
Jane Steffey, analyst  
Roy S. Beck

Rural Sociology and Health  
E. J. Niederfrank

Farm Credit  
J. L. Robinson (cooperative with Farm Credit Administration)

Farm Management and General Economics Section

L. M. Vaughan, in charge  
E. P. Callahan, Southern States  
Virgil Gilman, Western States

Consumer Education and Market Information Section

E. A. Johnson, in charge  
Gale A. Ueland, consumer education  
Roy S. Beck, market information

Fruit and Vegetable Section

Raymond C. Scott, in charge  
Milo G. Lacy, retailer education

Livestock, Dairy, and Poultry Marketing Section

S. T. Warrington, in charge  
Homer S. Porteus, poultry  
Max K. Hinds, dairy

General Crops Marketing Section

L. R. Paramore, in charge  
W. B. Combs, seed crops and grain  
(1108 Post Office Building, Chicago)



UNITED STATES

Section of Civil Liberties

Mr. J. Edgar Hoover  
Director, Federal Bureau of Investigation  
Washington, D. C.

Dear Sir:

Very truly yours,

J. A. [Name] (phonetic) with [Name] (phonetic)

Section of General Investigation

Mr. J. Edgar Hoover, in charge  
U. S. Bureau, Department of Justice  
Washington, D. C.

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Washington, D. C.

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U. S. Bureau, Department of Justice  
Washington, D. C.